

ORDER



KLAS

Orders Order / Rev: 37596
 Alt Order #: 08882660
 Product Desc: OBAMA/P/D
 Estimate: 2051
 Flight Dates: 10/16/12 - 10/22/12
 Original Date / Rev: 10/15/12 / 10/15/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: GMMB
 Buying Contact: Maura Gilroy
 Billing Contact: 1010 Wisconsin Ave NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Obama, Barack D-President
 Demographic: A25-54
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	16	\$37,435.00	\$31,819.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$37,435.00	\$31,819.75	0.00
Totals	16	\$37,435.00	\$31,819.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	8	10/16/12	10/22/12	CBS This Morning	7-9a CM	7-9a	MTWTF--	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00	
CBS This Morning																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/16/12				10/22/12	MTWTF--	1	\$700.00	0.00								
N 2	8	10/16/12	10/22/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00	
CBS Early Show - Sat.																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/16/12				10/22/12	-----S-	1	\$335.00	0.00								
N 3	8	10/16/12	10/22/12	1230-2p Soaps/ LMAD	CM	1230-2p	MTWTF--	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00	
Soaps / Let's Make A Deal																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/16/12				10/22/12	MTWTF--	1	\$1,315.00	0.00								
N 4	8	10/16/12	10/22/12	The Talk	2-3P	CM	2-3p	MTWTF--	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00
The Talk																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/16/12				10/22/12	MTWTF--	1	\$1,315.00	0.00								
N 5	8	10/16/12	10/22/12	Ellen		CM	3-4p	MTWTF--	:30	1	\$1,490.00	LV1	0.00	NM	1	\$1,490.00
Ellen																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/16/12				10/22/12	MTWTF--	1	\$1,490.00	0.00								
N 6	8	10/16/12	10/22/12	Sat Prime Special	CM	8-10P	-----S-	:30	2	\$500.00	LV2	0.00	NM	2	\$1,000.00	
(8:00 PM-10:00 PM)																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/16/12				10/22/12	-----S-	2	\$500.00	0.00								

